Inside Writing Competition: Task B

Level: 2 (Intermediate)
Content area: Business
Genre: Company profile

Writing skills practiced in this task:

- Audience and purpose
- Organizing information

Language checklist for this task:

- I used target words from the Academic Word List in my profile.
- I used descriptive adjectives.
- I used adverb clauses of time to tell the company history.
- I punctuated my adverb clauses correctly.

Your task

Task B: Write a company profile

Write a company profile for a website. It can be for a company that offers a service (such as tutoring) or a product (such as a clothing store or restaurant). The company must be fictional i.e. a company that you made up.

Write no more than 250 words. Include at least one word from the Academic Word List.
Teacher’s notes

This task is adapted from *Inside Writing Level 2, Unit 2: Getting Your Message*.

You can find the unit assignment that this task is adapted from on page 26-27 of the unit. You may find it helpful to use the activities in the unit assignment to help your students brainstorm ideas and structure their writing.

About the task

- There is a word limit of 250 words.
- Entries must be written by one student, not students working together in pairs or groups.
- The entry must include vocabulary from the Academic Word List. You will be asked to list the AWL words that are included in the entry separately, so it is a good idea to ask your students to highlight or list the AWL words they use in their writing as part of the assignment.
- The entry should demonstrate the writing skills that are practiced in the task. It should also attempt to meet the language checklist for the task.
- Creativity is more important than accuracy! The judging panel will be looking for content that is interesting and creative, over and above the correct use of grammatical structures.

Submitting your entry

- Go to [www.oup.com/elt/insidewritingcompetition](http://www.oup.com/elt/insidewritingcompetition) to enter.
- Students must be at least 18 years old to enter the competition.
- Only one entry is allowed per student.
- Entries must be submitted via the online submission form. The writing task must be entered directly into the submission form. We will not accept entries submitted by email, as document attachments, or paper entries.
- Entries may be submitted by either teachers or students. Only one entry can be submitted at a time.
- You may enter the competition on behalf of your student(s) with their permission. As the teacher, you may submit up to three entries per task for our consideration.
- The online submission form requires teacher contact details, so you will need to give your students permission to enter your contact details if they submit their own entries. We will always contact the teacher in the first instance.
- If you have any questions about the competition, you can contact us at insidewriting@oup.com. Please do not email your entry.